

## **ENGAGEMENT SURVEY: BUILDING ON NEW BRIGHTON'S SUCCESSES**

The survey was conducted in autumn 2015 (21 September – 30 October 2015) by New Brighton Coastal Community Team and was available online. Paper based surveys and collection points were also made available in key locations in New Brighton.

A total of 354 people submitted a response. Over 40 of these were by young people; the vast majority of these were facilitated by Wirral Council's Youth Support Service and contained the collective views of small groups of young people; this means that the numbers of individuals who contributed to the survey is higher than the number of responses.

The survey was promoted through a range of public spaces and through the New Brighton Coastal Community Team's page on the Wirral Borough Council website, as well as through social media, electronically and via word-of-mouth.

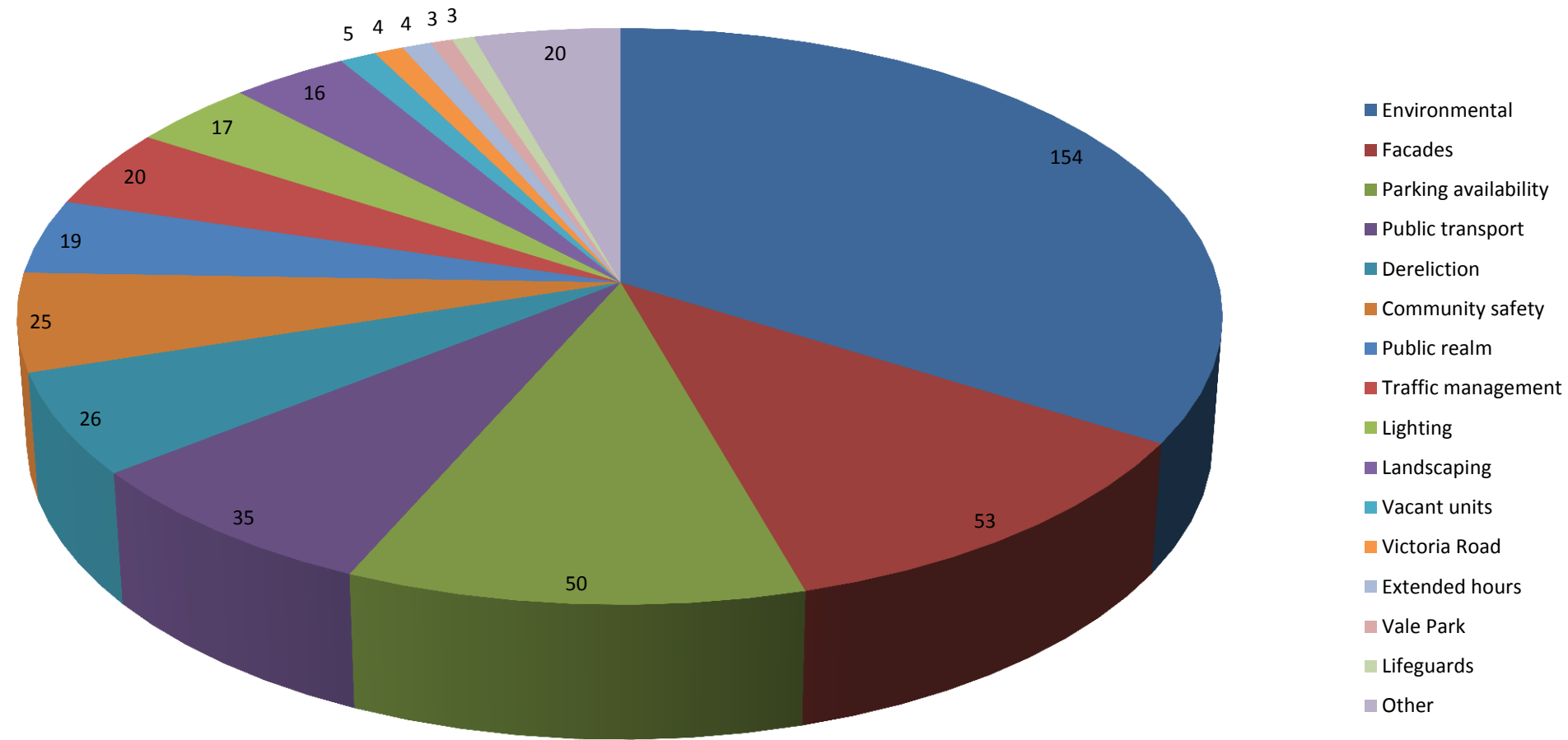
Individuals were asked the following questions:

1. What do you think is good about New Brighton?
2. What do you think could be improved about New Brighton?
3. What would you like to see or be made available in New Brighton?
4. How do you think Marine Lake can be best used?
5. Do you have any other ideas for the area or comments?

The responses to question 1 have been reviewed but have not been collated. The responses to the remaining questions have been grouped together where appropriate and are outlined below in the form of a pie chart with an accompanying chart outlining the responses in more detail. The narrative provided below in relation to each category is not exclusive, but contains the main items referenced by respondents. As the survey asked for 'free text' responses, answers have been categorised to enable key themes to be identified.

A summary of respondents' respective age and postcode, where provided, have also been collated.

Chart: What could be improved about New Brighton?



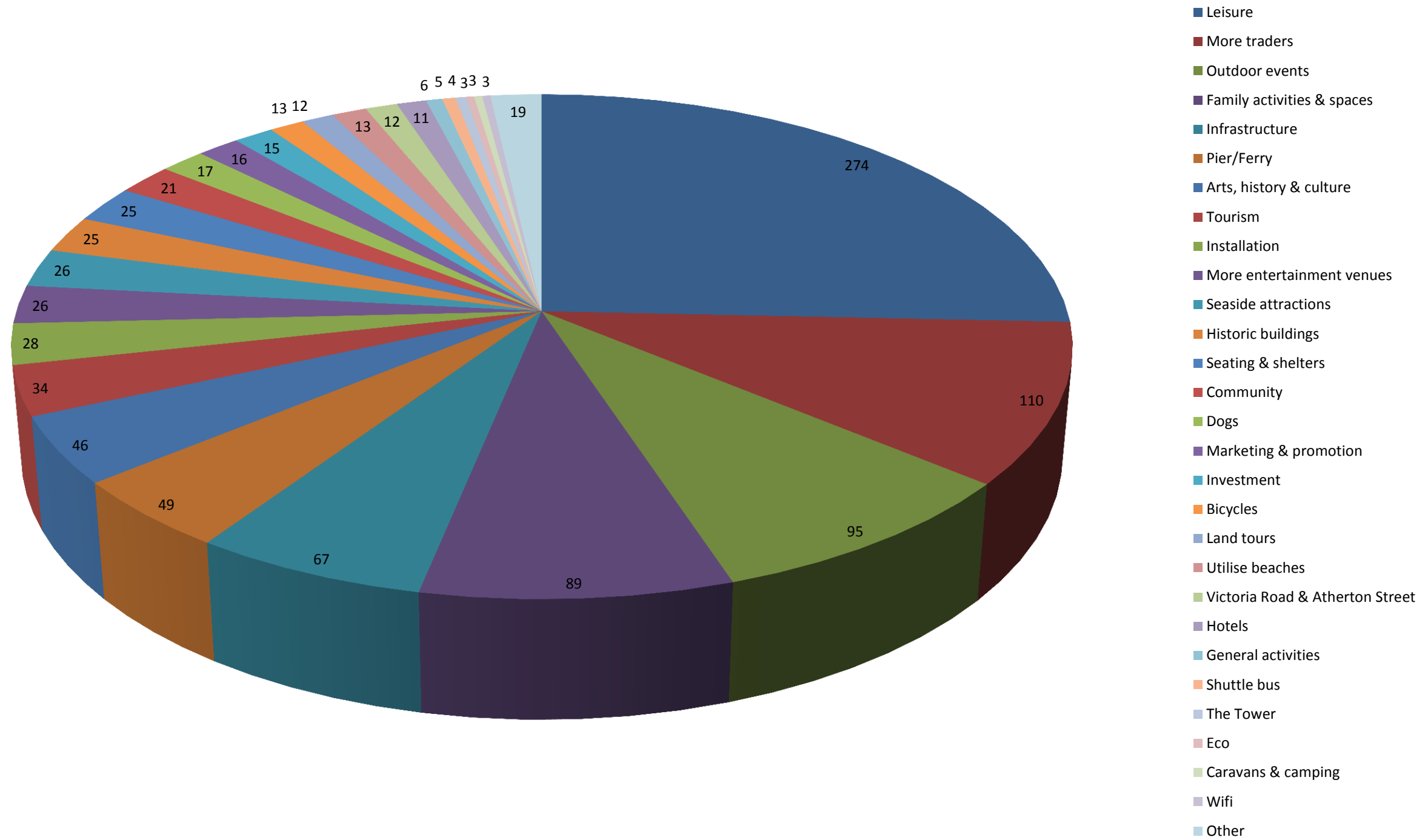
**Summary: What could be improved about New Brighton?**

Summary	Narrative	Field on graph	Number
Environmental issues	Cleansing, enforcement (litter & dog fouling), education, bins, café pavements, beaches, chewing gum, pigeons	Environmental	154
Facades	Improve facades, restoration, fair, amusements, bowling alley	Facades	53
Parking	Echelon markings, disabled bays, more spaces, redesign, motorbikes	Parking availability	50
Transport links	Wirral West train links, bus route to Floral and into New Brighton, link to Ferries/trains, local minibus	Public transport	35
Dereliction	Lacy's, former Grand site, disused land, empty shops	Dereliction	26
Crime and anti-social behaviour (ASB)	Reduce ASB by young people, reduce young people congregating on streets, youth work, noise, make young people feel safer	Community safety	25
Public realm	Damaged paving, improve paving, refurbish shelters, refurbish benches, improved facilities including in parks	Public realm	19
Traffic management	Enforcement (Marine Point roundabout), flow, speed, restrict cars, markings, crossing, restricted parking at Morrison's, drop offs, park & ride	Traffic management	20
Lighting	More lighting including Harrison Drive, promenade and parks	Lighting	17
Landscaping and planting	Improved landscaping, coastal planting	Landscaping	16
Empty premises	Fill empty shops and units	Vacant units	5
Victoria Road	Visual	Victoria Road	4
Hours of operation	Later opening hours	Extended hours	4
Vale Park	Vale Park (no narrative provided)	Vale Park	3
Lifeguard availability	More lifeguards, Marine Lake	Lifeguards	3
Other	Various (all individual occurrences)	Other	20

**Additional notes:**

- Parking: A number of comments were made about the need to maintain free parking.

Chart: What would you like to see or be made available in New Brighton?



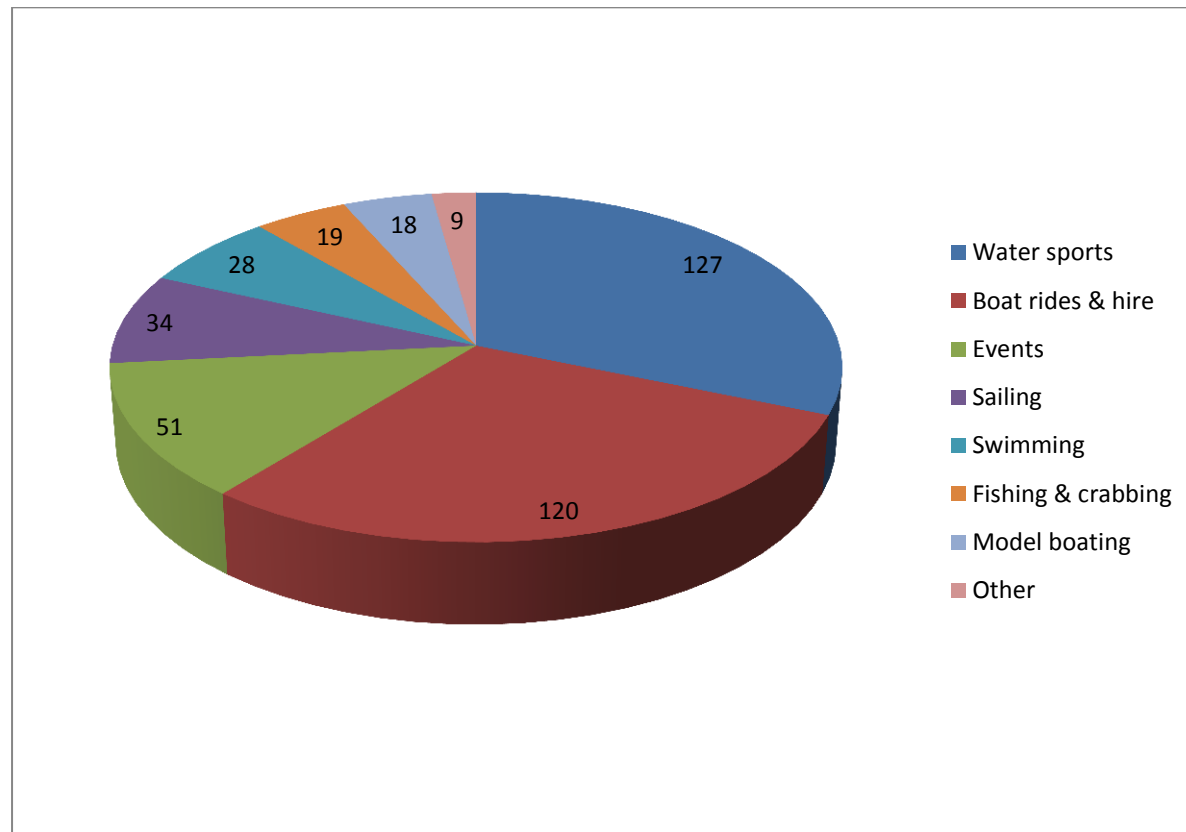
**Summary: What would you like to see or be made available in New Brighton?**

Summary	Narrative	Field on graph	Number
More leisure facilities and activities	Pool/lido/splash/sand park, Ice skating/roller rink, indoor/outdoor gym, extend fair/arcade and older age rides, skate park/BMX, animals/zoo	Leisure	274
More shops, restaurants, etc.	More variety/national chain stores, independents, dietary requirements, snack bars, café Seabank Rd	More traders	110
More events and festivals	Festivals, concerts, Christmas, kites, outdoor cinema, lanterns , farmers' market, fireworks, astronomy	Outdoor events	95
More activities for children/young people	Activities/places for children, young people and families, play/adventure park	Family activities & spaces	89
More facilities	Tourist facilities, more public toilets, cashpoints, accessibility, pathway, petrol station	Infrastructure	67
Reinstate pier/ferry	Reinstate pier, reinstate landing stage, ferry service	Pier/Ferry	49
Arts, history & cultural activities	Arts, crafts, market stalls, artisan outlets/kiosks, museum, boat tours	Arts, history & culture	46
Tourism	Tourist guide/map, signage, signage on route, guided tours, marine/wildlife, postcards, souvenirs,	Tourism	34
Installation	Architectural feature/iconic installation, decorative/feature lighting, amphibious craft, submarine, light Marine Lake	Installation	28
Entertainment venues	Comedy, Karaoke, Roller coaster/wheel, band stand, live music/cabaret, casino, nightclub, ballroom	More entertainment venues	26
Traditional seaside attractions	Food, beach huts, street artists, rock, deck chairs	Seaside attractions	26
Use and promote historic buildings	Extend use/light Fort Perch Rock, tours of/light Lighthouse, light 'Dome of Home'	Historic buildings	25
More seating and shelters	More seating and shelters, on prom, benches on IFW and Marine Park, sheltered gardens, picnic benches, Marine Lake	Seating & shelters	25
Community involvement	Community events and outlets, volunteering, hub, clubs, competitions, fundraising events	Community	21
Dogs	Dog free beach/park, dogs on leads, dogs only park/spaces, dog hose	Dogs	17
Marketing and promotion	Free parking, Victoria Rd, crown green bowling, branding/image, events, Marine Lake	Marketing & promotion	16
Further regeneration	Further regeneration and investment	Investment	15
Cycle infrastructure	Parking, hire, Segway hire	Bicycles	13
Land tours	Land train, bus tour, tram	Land tours	12
Utilise beaches	Beach huts, deck chairs, activities/shows	Utilise beaches	13
Victoria Road/Atherton Street	Victoria Road - link with prom and support, Atherton Street	Victoria Road & Atherton Street	12
Hotel chain/s	Locating of national hotel chain/s	Hotels	11
More activities - general	Older age/elderly	General activities	6
Extend shuttle bus	Extend route, extend period	Shuttle bus	5
Tower	Reinstate the Tower, replica	The Tower	4
Eco	Environmentally friendly packaging and eco -friendly	Eco	3
Caravan site	Caravan and camping pitches	Caravans & camping	3
Free Wi-Fi	Free Wi-Fi	Wi-Fi	3
Other	Various (all individual occurrences)	Other	19

**Additional notes:**

- More shops/restaurants, etc. – a number of references were made to national food chains; more independent restaurants/cafes and greater variety.
- There was strength of feeling that there is a need to better utilise Marine Lake; these have not been collated due to the separate question below.
- Facilities and Infrastructure: There was much comment about providing facilities in the Harrison Drive area and some comment about doing so at Tower Grounds and along the promenade towards Seacombe. There was considerable strength of feeling that 'The Dips' could be better utilised for activities and events [whilst maintaining them as open spaces].

**Chart: How do you think Marine Lake can be best used?**



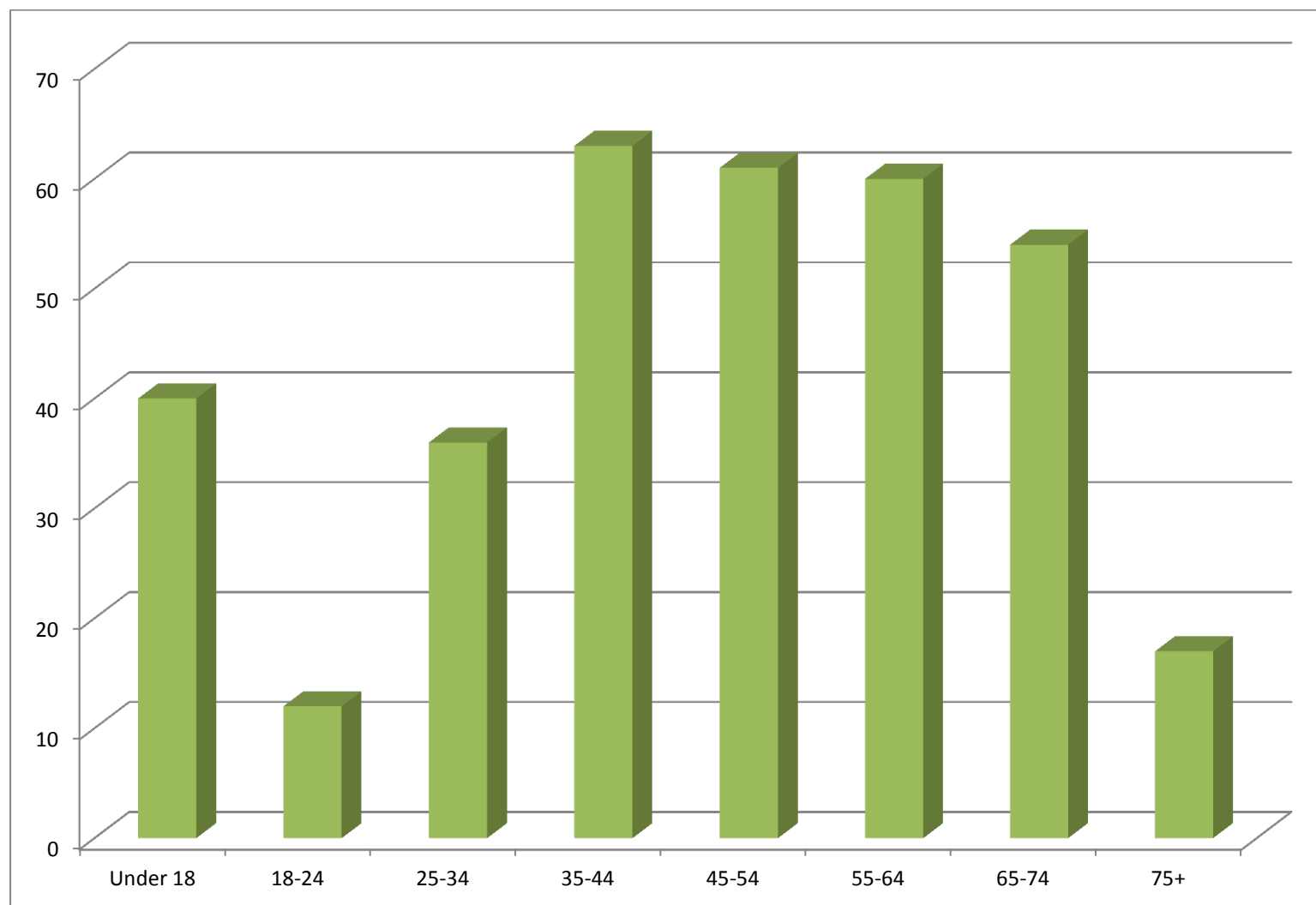
**Summary: How do you think Marine Lake can be best used?**

Summary	Narrative	Field on graph	Number
Water sports and activities including training	Canoeing, zorbing, boating, surfing, wakeboarding, Red Bull, zip wire, jet packs/skis, kayaking, scuba, bungee	Water sports	127
Organised boating	Boat rides and hire including pedalos and rowing boats	Boat rides & hire	120
Events	Events, festivals and races	Events	51
Sailing	Sailing including lessons and demonstrations	Sailing	34
Swimming	Swimming (organised and personal)	Swimming	28
Fishing	Fishing and crabbing	Fishing & crabbing	19
Model boating	Model boating including shows and competitions	Model boating	18
Other	Various (all individual occurrences)	Other	9

**Additional notes:**

- A number of comments were made about providing activities and access for people (of all ages) with disabilities.
- Positive references were made to the operation of West Kirby Marine Lake and other similar lakes.
- The importance of free access for local groups was noted, as well as community involvement.
- A number of suggestions were made about alternative uses for the lake which would have involved extensive redevelopment; these have been reviewed but are not included above. Suggestions to create a waterpark (or similar) have been included in the figures for the above question (What would you like to see or be made available in New Brighton?) to avoid double counting.

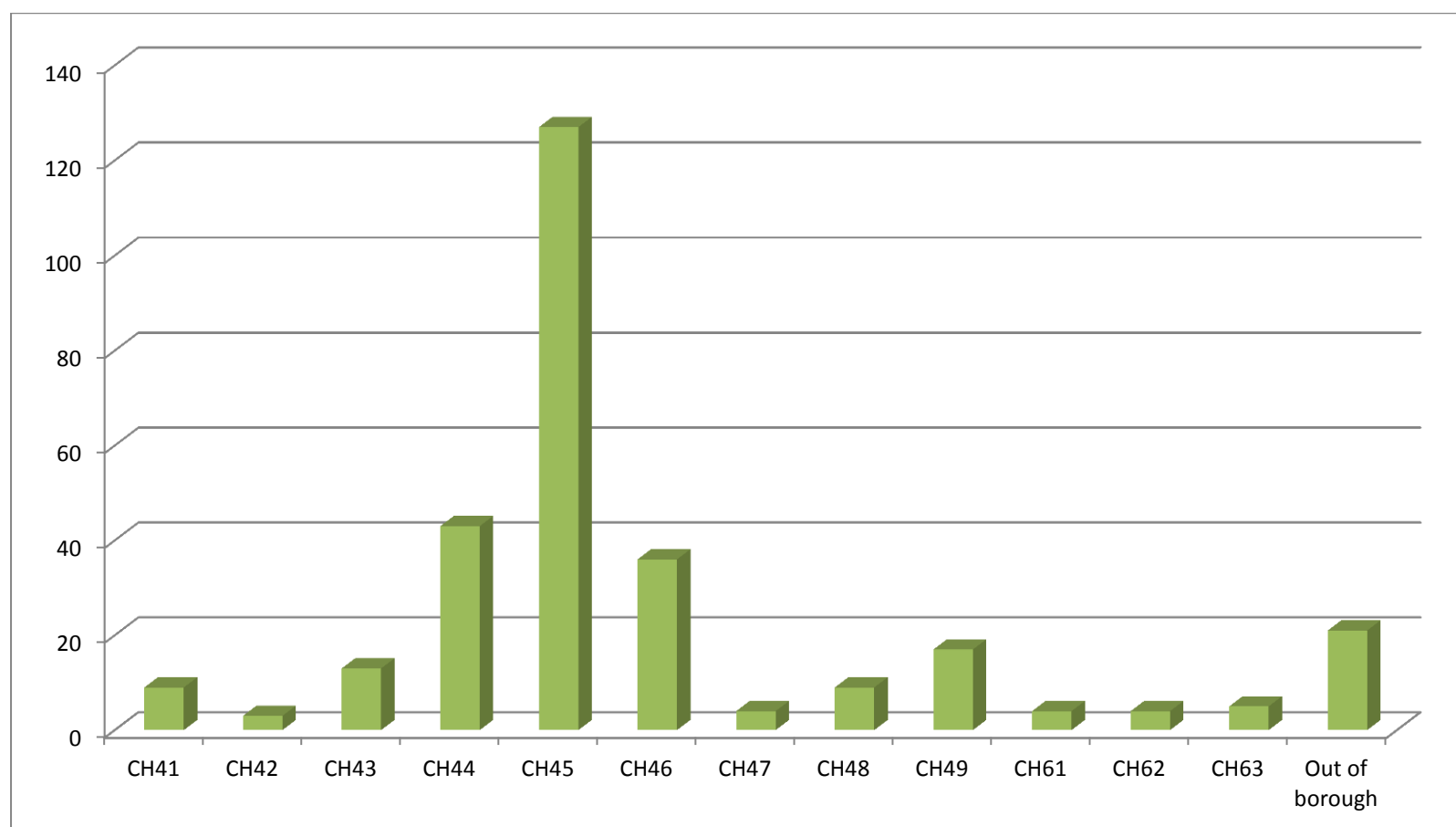
**Chart: Age of respondents (where completed)**



**Numbers: Age of respondents (where provided)**

Under 18	40
18-24	12
25-34	36
35-44	63
45-54	61
55-64	60
65-74	54
75+	17

**Chart: Postcode of respondents (where provided)**



**Numbers: Postcode of respondents (where completed)**

CH41	9
CH42	3
CH43	13
CH44	43
CH45	127
CH46	36
CH47	4
CH48	9
CH49	17
CH61	4
CH62	4
CH63	5
Out of borough	21